MULTIMEDIA UNIVERSITY

STUDENT ID NO

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FINAL EXAMINATION

TRIMESTER 1, 2019 / 2020

TTT3141 – TECHNOLOGY TRANSFER

(All Sections / Groups)

15 OCTOBER 2019
2.30 p.m – 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 4 pages including the cover page with **FIVE** Questions.
2. Attempt **ALL** questions.
3. The distribution of the marks for each question is given.
4. Please print all your answers in the answer booklet provided.

Questions 1 – 10%

(a) List **FOUR** characteristics of innovation Diffusion.

(4 marks)

(b) Analyze the **THREE** characteristic of NEWNESS in innovation.

(3 marks)

(c) Explain **THREE** possible communication channels used in innovation diffusion process.

(3 marks)

Question 2 – 10%

(a) Briefly explain the term "Rate of Adoption".

(1 mark)

(b) Explain the **FIVE** elements of social system in innovation diffusion.

(5 marks)

(c) Explain the differences of **System Norms** and **System Effects**.

(4 marks)

Continued...

Question 3 – 10%

History of the Apple iPad

Source: https://www.pocket-lint.com/tablets/news/apple/146888-history-of-the-apple-ipad

Apple's iPad was launched by Steve Jobs as a question back in 2010. He asked the audience whether "there was room for something in the middle" of the iPhone and the MacBook?

There are many who, at the time, would likely have answered an unequivocal "no" to that question. But then Apple sold 3 million iPads in 80 days and it was then clear that the answer to Steve Jobs' question was probably the answer he knew all along.

So how has the device that made tablets a thing changed since it was first announced 9 years ago? We look back at the history of the iPad.

Announced in January 2010, the original iPad offered an aluminium build with square edges - much like what we see on the current iPad Pro, though the new models are much slimmer. It came with an 9.7-inch display, measured around 13mm thick and weighed around 680g.

The 2010 model featured a 1GHz Apple A4 processor and it came in 16GB, 32GB or 64GB storage capacities, whilst also promising a 10-hour battery life. Pricing started at $499 and there were accessories including a keyboard docking station, as well as a standard docking station to turn the iPad into a "great photo frame".

The second generation of iPad was unveiled a year after the first, offering a 33 per cent slimmer body - now 8.8mm - and reducing the weight by around 50g to put it it under the 600g mark. It also had a new dual-core A5 chip, which was said to perform at twice the speed of the original, with 9x faster graphics, and a repositioned speaker.

The biggest difference with the iPad 2 compared to the original model though: cameras. It had a front camera and a back camera, allowing for FaceTime and video calling. While that's pretty standard now, it was big news at the time.

Apple launched the first iPad mini alongside the iPad 4, marking new territory for iPad. Retaining a premium metal build, the iPad mini was significantly smaller and lighter than the standard iPad, measuring 200 x 134.7 x 7.2mm and weighing 308g - so half the weight. The bezels surrounding the display were reduced and Apple programmed iOS to ignore accidental finger presses on the edge of the screen.

The iPad mini had curvier, rounded edges than the original iPad, but it opted for the iPad 2's resolution in its 7.9-inch screen - 1024 x 768 pixels - rather than the Retina display. It also used the A5 processor, meaning it wasn't quite as powerful as the iPad 4. That said, it might have been mini by nature but it was mighty in what it offered.

Continued...

(a) Based on the short **History of the Apple iPad,** list and discuss the stages in innovation-development process from the diffusion perspective. Your discussion must be based on the given case – **History of the Apple iPad.**

(10 marks)

Question 4 – 10%

(a) With your own examples, briefly describe the **FIVE** attributes of innovation.

(5 marks)

(b) Briefly explain the **FIVE** organizational structure variables related to the innovativeness of an organization.

(5 marks)

Question 5 – 10%

(a) Explain the term "Change Agent". Based on your understanding, list and discuss **FOUR** examples of a change agent.

(7 marks)

(b) Explain the **THREE** important qualities of a champion in Organizational Innovativeness.

(3 marks)

End of Paper